



*Media***ToolKit**

User's Guide

Spring 1993

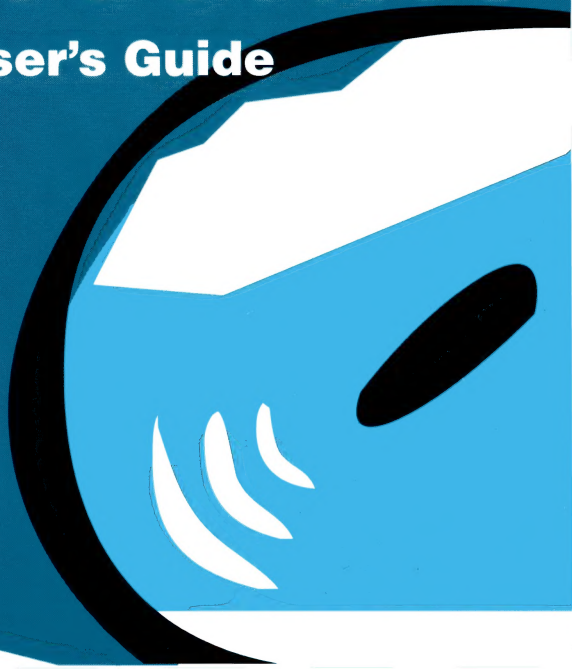


Table of Contents

Apple® Media ToolKit Index

pages 1 - 7

What's New on AMTK

pages 8 - 9

New Media Materials Section

pages 10 - 11

New Product Components Section

pages 12 - 13

New Photography Section

pages 14 - 15

CD User Information

pages 16 - 17

Apple Media ToolKit Index

Note: The shaded areas shown in the Apple Media ToolKit index represent materials **new** to the Spring 1993 edition.

Computers

	Line Art		Color		Gray Scale		Descriptive Copy	Data Sheets	Product Matrix
	front	3/4	front	3/4	front	3/4			
Macintosh® Classic® II	•	•	•	•	•	•	•	•	•
Macintosh Color Classic	•		•		•		•	•	•
Macintosh LCII	•	•	•	•	•	•	•	•	•
Macintosh LCIII	•		•		•		•	•	•
Macintosh IIsi	•	•	•	•	•	•	•	•	•
Macintosh IICI	•	•	•	•	•	•	•	•	•
Macintosh IIfx	•		•		•		•	•	
Macintosh IIfx	•		•		•		•	•	•
Macintosh Centris™ 610	•		•		•		•	•	•
Macintosh Centris 650	•		•		•		•	•	•
Macintosh Quadra™ 800	•		•		•		•		•
Macintosh Quadra 950	•	•	•	•	•	•	•	•	•
Apple Workgroup Server 60	•	•	•	•	•	•	•	•	•
Apple Workgroup Server 80	•	•	•	•	•	•	•	•	•
Apple Workgroup Server 95	•	•	•	•	•	•	•	•	•
Apple PowerBook™ 145	•	•	•	•	•	•	•	•	•
Apple PowerBook 160	•	•	•	•	•	•	•	•	•
Apple PowerBook 165c	•	•	•	•	•	•	•	•	•
Apple PowerBook 180	•	•	•	•	•	•	•	•	•
Apple PowerBook Duo™ 210	•		•		•		•	•	•
Apple PowerBook Duo 230	•		•		•		•	•	•

Printers

	Line Art		Color		Gray Scale		Descriptive Copy	Data Sheets	Product Matrix
	front	3/4	front	3/4	front	3/4			
Apple ImageWriter® II	•		•		•		•		•
Apple StyleWriter® II	•	•	•	•	•	•	•	•	•
Apple Color Printer	•		•		•		•	•	•
Apple LaserWriter® Select 300	•	•	•	•	•	•	•	•	•
Apple LaserWriter Select 310	•	•	•	•	•	•	•	•	•
Apple Personal LaserWriter NTR	•	•	•	•	•	•	•	•	•
Apple LaserWriter Pro 600 (without paper tray)	•	•	•	•	•	•	•	•	•
Apple LaserWriter Pro 600 (with paper tray)	•		•		•				
Apple LaserWriter Pro 630 (without paper tray)	•	•	•	•	•	•	•	•	•
Apple LaserWriter Pro 630 (with paper tray)	•		•		•				
Personal LaserWriter Select 310 for Windows	•	•	•	•	•	•		•	
Apple Personal LaserWriter NTR for Windows	•	•	•	•	•	•		•	
Apple LaserWriter Pro 600 for Windows (without paper tray)	•	•	•	•	•	•		•	
Apple LaserWriter Pro 600 for Windows (with paper tray)	•		•		•				

Monitors

Monitors	Line Art		Color		Gray Scale		Descriptive Copy	Data Sheets	Product Matrix
	front	3/4	front	3/4	front	3/4			
Macintosh 12" Monochrome Display	•	•	•	•	•	•	•	•	•
Macintosh Portrait Display	•	•	•	•	•	•	•	•	•
Apple Basic Color Monitor							•	•	•
Macintosh Color Display	•	•	•	•	•	•	•	•	•
Macintosh 16" Color Display	•	•	•	•	•	•	•	•	•
Macintosh 21" Color Display	•	•	•	•	•	•	•	•	•

Peripherals

Peripherals	Line Art		Color		Gray Scale		Descriptive Copy	Data Sheets	Product Matrix
	front	3/4	front	3/4	front	3/4			
Apple Adjustable Keyboard	•		•		•			•	
Apple OneScanner™	•	•	•	•	•	•	•	•	•
Apple OneScanner for Windows	•	•	•	•	•	•		•	•
Apple Color OneScanner	•	•	•	•	•	•		•	•
Apple PowerBook Duo™ Dock	•		•		•		•	•	•
AppleCD™ 150	•	•	•	•	•	•	•	•	•
AppleCD 300	•		•		•		•	•	•
AppleCD 300i	•		•		•				
AppleDesign™ Powered Speakers	•	•	•	•	•	•	•	•	•

Logos	Small	Medium	Large	Multiple Logo Sheet
Apple	•	•	•	•
Authorized Education Sales Agent	•	•	•	•
Authorized Peripheral Dealer	•	•	•	•
Authorized Reseller	•	•	•	•
Authorized Service Provider	•	•	•	•
Color Apple Logo Line Art	•	•	•	•
Value Added Reseller	•	•	•	•

Screen Shots

Macintosh Classic Display	Microsoft Works
Apple PowerBook Display	ACT, Excel, FileMaker,® MacProject,® Microsoft Works, Resolve™
Macintosh 12" Monochrome Display	Desktop Publishing
Macintosh Portrait Display	Desktop Publishing
Apple Basic Color Monitor Macintosh Color Display	4th Dimension, AutoCAD, ColorStudio, Director, Desktop Publishing, ElectricImage, FilmMaker, FrameMaker, FreeHand, Great Plains, Illustrator, Infini-D, LabVIEW, Omnis, ORACLE, Photoshop, QuarkXPress, THINK, Video F/X
Macintosh 16" Color Display	Data Analysis
Macintosh 21" Color Display	Desktop Publishing, Engineering

Media Materials

	Ads	Flyers	Other
Business	Advertising/Graphics* Apple PowerBook Duo System Apple PowerBook All-in-one line Competitive Edges Engineering/Architecture* General Business* LaserWriter Select 300/310 Legal* Macintosh IIfx Most Profitable Hours StyleWriter II <i>*Available in both General and Seminar</i>	General Business Flyer #1 General Business Flyer #2 Vertical Market Copy: A Sound Vision Partners of Success The Art of Communication The Design Studio The Real Estate Edge The Revolution Continues What Accountants Count On Your Business Partner	Accounting* Ad Communications* Architecture/Engineering* Legal* Real Estate* Small Business Success Story <i>*Available in both Snapshot and Success Story</i>
Higher Ed	Campus Loan Ad #1 Campus Loan Ad #2 Color Classic/StyleWriter II Macintosh Centris 610 Macintosh Centris 610/LW Select 300 Macintosh LC III New Computers StyleWriter II/LW Select 300	What's on your PowerBook?	PowerBook Family sheet

Media Materials (continued)

	Ads	Flyers	Other
Enterprise			Blueprint for the Decade Client Server Computing
K-12		Science Solutions	Science Education Resource
Miscellaneous	Customizable Ad #1 Customizable Ad #2 Customizable Ad #3 Customizable Ad #4 Apple PowerBook Duo Dock System Macintosh IIfx Apple PowerBook All-in-one line	Customizable Flyer Template	Mac vs. Windows 2-Sided Product Matrix AppleFund Guidelines Radio Scripts Mobile Computing Printing Solutions Hard Way/Easy Way Apple Product Data Sheets
	StyleWriter II LaserWriter Select 300/310 Apple OneScanner		Additional Descriptive Copy: Apple PowerBook Apple PowerBook Duo Dock System General Business Macintosh Advantage Macintosh Family Macintosh Quadra

B&W and Color Photography

Computers

Macintosh Color Classic
Macintosh Classic II
Macintosh LC III
Apple PowerBook 165c
Apple PowerBook
Duo 230
Macintosh Centris 610

Monitors

Apple Basic Color Monitor
Macintosh 16" Color
Display*

Printers

StyleWriter II
LaserWriter Select
300/310
LaserWriter NTR

Peripherals

AppleCD 300
CD Carrier
PowerBook Duo Dock
Apple Color OneScanner

Software

PC Exchange

Lifestyle

Macintosh LC II Desktop
Macintosh Color Classic
Transport
Macintosh Color Classic
Desktop
Macintosh LC III Office
Apple PowerBook Duo
230 Briefcase
K-12 Classroom/
Science Solution*
PowerBook Duo Dock
Ergonomics



All the photography on AMTK is now available as printable TIFF files. Color transparencies and/or black-and-white glossy prints may also be purchased through *StartingLine* by calling 1-800-825-2145.

**Available in B&W only*

What's new?

The Spring 1993 edition of the Apple Media ToolKit gives you a broader range of media materials than ever:

- Color and black-and-white lifestyle and product photographs are now provided as TIFF files. These photo files can be used to provide a new look and give an added dimension to product advertising. The new color and black-and-white lifestyle photographs show Apple products in use. And the black-and-white product photography can be used in place of or in addition to product art when creating brochures, flyers, and other marketing materials.
- Radio scripts are included that promote Apple mobile computing and printing solutions, plus a “Hard Way/ Easy Way” script that lets you feature your choice of Apple products.
- Apple product data sheets are now available for most Apple products; these can be printed in a matter of minutes from your LaserWriter printer.

New navigation features to make the Apple Media ToolKit easier and more intuitive to use.

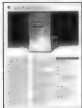
- A new Photography section has been added which you can use to preview, copy, and use a selection of black-and-white and color photographs.
- You can access descriptive copy and product data sheets from the Product Components section. The new “data” button displays the descriptive copy and data sheets available for each product listed in the selection window.

What's New for Spring 1993

This edition of the Apple Media Toolkit gives you a broader range of media materials than ever, and new features that make it easier and more intuitive to use.

The Media Materials section now offers radio scripts. Included are scripts that promote

Apple mobile computing solutions (featuring the Apple PowerBook Duo System) and laser printing solutions, plus a generic "Hard Way/Easy Way" script that lets you feature your choice of Apple products. A "play script" button allows you to hear what the new radio scripts sound like when they're produced.



Apple product data sheets are now available for most Apple products; these can be printed in a matter of minutes from your LaserWriter. You can access descriptive copy and product datasheets from the Product Components section. The new "data" button displays the descriptive copy and datasheets available for each product listed in the selection window.

A new Photography section features color and black and white lifestyle and product photographs. This great Apple photography is provided in the form of TIFF files that you can copy to your hard disk and use in your materials.



An updated help system explains all the new features of the Spring 1993 edition.

return

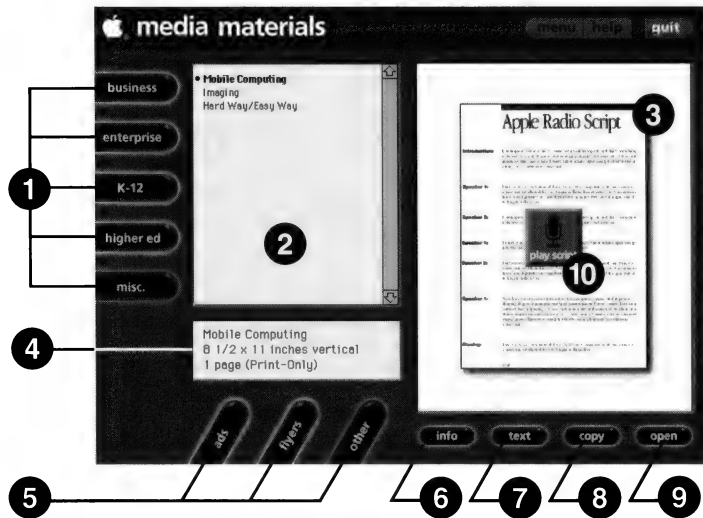
- A "play script" button has been added to the Media Materials section that allows you to actually hear what the new radio scripts sound like when they're produced.
- An updated help system explains the new features and how to use the new materials.

Media Materials

Formerly called the “Print Materials” section, this part of the Apple Media ToolKit has been expanded to include an array of materials, such as broadcast materials in the form of radio scripts. A “play script” button has also been added to let you hear what the scripts might sound like when they’re produced. The Media Materials section is reached by clicking the *media materials* button on the Media ToolKit menu. When the card appears, select the market group and format buttons of your choice, then select the desired print material file from the selection window. If you wish to launch PageMaker and open the highlighted file, press the *open* button at the bottom of the card; if you need information about customizing or outputting the template, or want to read the AppleFund™ guidelines, click the *help* button at the top of the card; if you wish to return to the Media ToolKit menu, click the *menu* button; if you wish to exit the Apple Media ToolKit, click the *quit* button.

Please refer to the numbered illustration on the facing page for the following features:

1. **market group buttons** –Media materials are arranged by the market groups. Clicking these buttons determines which list of media material files is displayed in the selection window.
2. **selection window** –Displays a scrolling list of media material files which are determined by the market group and format buttons. To highlight a file name, simply click on it.
3. **preview window** –Displays the file that is currently highlighted in the selection window.
4. **content window** –Displays content information about the file that is currently highlighted in the selection window.
5. **format buttons** –Determines the format of the files listed inside the selection window.
6. **info button** –Opens a window that displays additional information about the file that is currently highlighted in the selection window.



7. **text button** —Opens a window that displays the text (if available) for the file that is currently highlighted in the selection window.
8. **copy button** —Creates a copy of the file that is currently highlighted in the selection window; the duplicate file is automatically placed in a folder called “AMTK Folder” on your desktop.
9. **open button** —Opens the file that is currently highlighted in the selection window.
10. **play script button** —(a new feature in this edition) Begins audio playback of the radio script file that is currently highlighted in the selection window. To stop playback, press the button again.

Product Components

In the Product Components section, you will find a complete library of product art, screen shots and AppleFund-approved copy blocks. With these components, you can “cut and paste” your desired products and copy. This section now also includes product data sheets which are provided as print-only PageMaker files (see “format buttons” listed below).

The product components section is reached by clicking the *product components* button on the Media ToolKit menu. When the card appears, select the component category and format buttons of your choice, then select the desired file from the selection window. If you wish to create a copy of the highlighted file, click the *copy* button at the bottom of the card; if you need to know more about how your selection can be used, click the *help* button at the top of the card; if you wish to return to the Media ToolKit menu, click on the *menu* button; if you wish to exit the Apple Media ToolKit, click on the *quit* button.

Please refer to the numbered illustration on the facing page for the following features:

- 1. component category buttons**—Clicking these buttons determines the list of files displayed in the selection window.
- 2. selection window**—Displays a scrolling list of product component files which is determined by the component category and format buttons. To highlight a file name, simply click on it.
- 3. preview window**—Displays the file that is currently highlighted in the selection window.
- 4. content window**—Displays content information about the file that is currently highlighted in the selection window.
- 5. format buttons**—Determines the format of files listed inside the selection window.

The *data* button (a new feature in this edition) displays descriptive copy and data sheets available for each product listed in the selection window.



- 6. **info button** —Opens a window that displays additional information about the file that is currently highlighted in the selection window.
- 7. **text button** —Opens a window that displays the text (if available) for the file that is currently highlighted in the selection window.
- 8. **copy button** —Creates a copy of the file that is currently highlighted in the selection window; the duplicate file is automatically placed in a folder called “AMTK Folder” on your desktop.

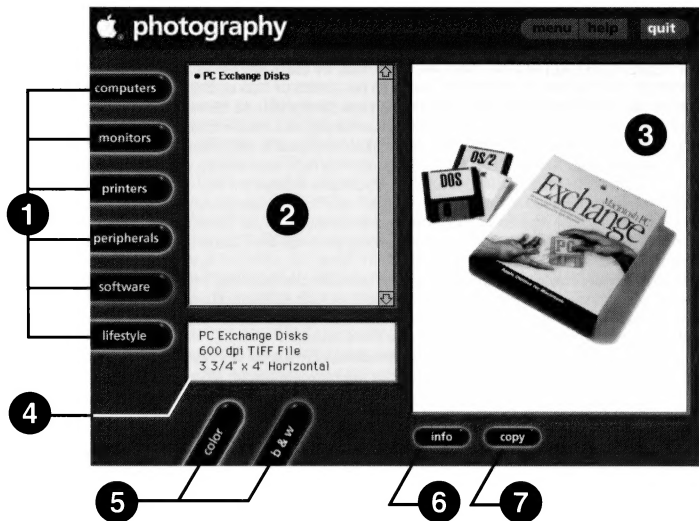
Photography

In the new photography section, you will find a variety of lifestyle and product photographs in both color and black and white. Photography is provided in the form of TIFF files that you can copy to your hard disk and use in your materials. For more information about these files and suggestions for using them in your materials, please see the photography section of the Apple Media ToolKit Help System.

The photography section is reached by clicking the *photography* button on the Media ToolKit menu. When the card appears, select the component category and format buttons of your choice, then select the desired file from the selection window. If you wish to create a copy of the highlighted file, click the *copy* button at the bottom of the card; if you need to know more about how your selection can be used, click the *help* button at the top of the card; if you wish to return to the Media ToolKit menu, click on the *menu* button; if you wish to exit the Apple Media ToolKit, click on the *quit* button.

Please refer to the numbered illustration on the facing page for the following features:

- 1. component category buttons**—Clicking these buttons determines the list of files displayed in the selection window.
- 2. selection window**—Displays a scrolling list of photograph TIFF files which is determined by the component category and format buttons. To highlight a file name, simply click on it.
- 3. preview window**—Displays the file that is currently highlighted in the selection window.
- 4. content window**—Displays content information about the file that is currently highlighted in the selection window.
- 5. format buttons**—Determine the format of files listed inside the selection window.



- 6. info button** —Opens a window that displays additional information about the file that is currently highlighted in the selection window.
- 7. copy button** —Creates a copy of the TIFF file that is currently highlighted in the selection window; the duplicate file is automatically placed in a folder called “AMTK Folder” on your desktop.

CD User Information

PLEASE READ THIS LICENSE CAREFULLY BEFORE USING THE SOFTWARE. BY USING THE SOFTWARE, YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS LICENSE. IF YOU DO NOT AGREE TO THE TERMS OF THIS LICENSE, PROMPTLY RETURN THE UNUSED SOFTWARE TO THE PLACE WHERE YOU OBTAINED IT AND YOUR MONEY WILL BE REFUNDED.

1. License. The application, demonstration, system and other software accompanying this License, whether on disk, in read only memory, or on any other media (the "Apple Software"), the related documentation and fonts are licensed to you by Apple. You own the disk on which the Apple Software and fonts are recorded but Apple and/or Apple's Licensor(s) retain title to the Apple Software, related documentation and fonts. This License allows you to use the Apple Software and fonts on a single Apple computer and make one copy of the Apple Software and fonts in machine-readable form for backup purposes only. You must reproduce on such copy the Apple copyright notice and any other proprietary legends that were on the original copy of the Apple Software and fonts. You may also transfer all your license rights in the Apple Software and fonts, the backup copy of the Apple Software and fonts, the related documentation and a copy of this License to another party, provided the other party reads and agrees to accept the terms and conditions of this License.

2. Restrictions. The Apple Software contains copyrighted material, trade secrets and other proprietary material and in order to protect them you may not decompile, reverse engineer, disassemble or otherwise reduce the Apple Software to a human-perceivable form. You may not modify, network, rent, lease, loan, distribute or create derivative works based upon the Apple Software in whole or in part. You may not electronically transmit the Apple Software from one computer to another or over a network.

3. Termination. This License is effective until terminated. You may terminate this License at any time by destroying the Apple Software, related documentation and fonts and all copies thereof. This License will terminate immediately without notice from Apple if you fail to comply with any provision of this License. Upon termination you must destroy the Apple Software, related documentation and fonts and all copies thereof.

4. Export Law Assurances. You agree and certify that neither the Apple Software nor any other technical data received from Apple, nor the direct product thereof, will be exported outside the United States except as authorized and as permitted by the laws and regulations of the United States. If the Apple Software has been rightfully obtained by you outside of the United States, you agree that you will not re-export the Apple Software nor any other technical data received from Apple, nor the direct product thereof, except as permitted by the laws and regulations of the United States and the laws and regulations of the jurisdiction in which you obtained the Apple Software.

5. Government End Users. If you are acquiring the Apple Software and fonts on behalf of any unit or agency of the United States Government, the following provisions apply. The Government agrees:

(i) if the Apple Software and fonts are supplied to the Department of Defense (DOD), the Apple Software and fonts are classified as "Commercial Computer Software" and the Government is acquiring only "restricted rights" in the Apple Software, its documentation and fonts as that term is defined in Clause 252.227-7013(c)(1) of the DFARS; and

(ii) if the Apple Software and fonts are supplied to any unit or agency of the United States Government other than DOD, the Government's rights in the Apple Software, its documentation and fonts will be as defined in Clause 52.227-19(c)(2) of the FAR or, in the case of NASA, in Clause 18-52.227-86(d) of the NASA Supplement to the FAR.

6. Limited Warranty on Media. Apple warrants the diskettes and/or compact disc on which the Apple Software and fonts are recorded to be free from defects in materials and workmanship under normal use for a period of ninety (90) days from the date of purchase as evidenced by a copy of the receipt. Apple's entire liability and your exclusive remedy will be replacement of the diskettes and/or compact disc not meeting Apple's limited warranty and which is returned to Apple or an Apple authorized representative with a copy of the receipt. Apple will have no responsibility to replace a disk/disc damaged by accident, abuse or misapplication. ANY IMPLIED WARRANTIES ON THE DISKETTES AND/OR COMPACT

DISC, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE LIMITED IN DURATION TO NINETY (90) DAYS FROM THE DATE OF DELIVERY. THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS, AND YOU MAY ALSO HAVE OTHER RIGHTS WHICH VARY BY JURISDICTION.

7. Disclaimer of Warranty on Apple Software. You expressly acknowledge and agree that use of the Apple Software and fonts is at your sole risk. The Apple Software, related documentation and fonts are provided "AS IS" and without warranty of any kind and Apple and Apple's Licensor(s) (for the purposes of provisions 7 and 8, Apple and Apple's Licensor(s) shall be collectively referred to as "Apple") EXPRESSLY DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. APPLE DOES NOT WARRANT THAT THE FUNCTIONS CONTAINED IN THE APPLE SOFTWARE WILL MEET YOUR REQUIREMENTS, OR THAT THE OPERATION OF THE APPLE SOFTWARE WILL BE UNINTERRUPTED OR ERROR-FREE, OR THAT DEFECTS IN THE APPLE SOFTWARE AND THE FONTS WILL BE CORRECTED. FURTHERMORE, APPLE DOES NOT WARRANT OR MAKE ANY REPRESENTATIONS REGARDING THE USE OR THE RESULTS OF THE USE OF THE APPLE SOFTWARE AND FONTS OR RELATED DOCUMENTATION IN TERMS OF THEIR CORRECTNESS, ACCURACY, RELIABILITY, OR OTHERWISE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY APPLE OR AN APPLE AUTHORIZED REPRESENTATIVE SHALL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THIS WARRANTY. SHOULD THE APPLE SOFTWARE PROVE DEFECTIVE, YOU (AND NOT APPLE OR AN APPLE AUTHORIZED REPRESENTATIVE) ASSUME THE ENTIRE COST OF ALL NECESSARY SERVICING, REPAIR OR CORRECTION. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES, SO THE ABOVE EXCLUSION MAY NOT APPLY TO YOU.

8. Limitation of Liability. UNDER NO CIRCUMSTANCES INCLUDING NEGLIGENCE, SHALL APPLE BE LIABLE FOR ANY INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OR INABILITY TO USE THE APPLE SOFTWARE OR RELATED DOCUMENTATION, EVEN IF APPLE OR AN APPLE AUTHORIZED REPRESENTATIVE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU.

In no event shall Apple's total liability to you for all damages, losses, and causes of action (whether in contract, tort (including negligence) or otherwise) exceed the amount paid by you for the Apple Software and fonts.

9. Controlling Law and Severability. This License shall be governed by and construed in accordance with the laws of the United States and the State of California, as applied to agreements entered into and to be performed entirely within California between California residents. If for any reason a court of competent jurisdiction finds any provision of this License, or portion thereof, to be unenforceable, that provision of the License shall be enforced to the maximum extent permissible so as to effect the intent of the parties, and the remainder of this License shall continue in full force and effect.

10. Complete Agreement. This License constitutes the entire agreement between the parties with respect to the use of the Apple Software, related documentation and fonts, and supersedes all prior or contemporaneous understandings or agreements, written or oral, regarding such subject matter. No amendment to or modification of this License will be binding unless in writing and signed by a duly authorized representative of Apple.

©1993 Apple Computer, Inc. Apple, the Apple logo, AppleLink, ImageWriter, LaserWriter, Macintosh, and StyleWriter are registered trademarks of Apple Computer, Inc., AppleCD, Apple Desktop Bus, AppleFund, Macintosh Centris, Macintosh Quadra, OneScanner, PowerBook, PowerBook Duo, SuperDrive, System 7, and TrueType are trademarks of Apple Computer, Inc. Classic is a registered trademark licensed to Apple Computer, Inc. HyperCard is a registered trademark of Claris Corporation. Helvetica is a registered trademark of Linotype Company. PageMaker is a registered trademark of Aldus Corporation. PostScript is a trademark of Adobe System Incorporated.

